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WISCONSIN ECONOMIC INDICATORS

FEBRUARY 1990

DILHR
DEPARTMENT OF
INDUSTRY, LABOR & HUMAN RELATIONS

WISCONSIN DATA AND SOURCES

	INDICATOR	SOURCES
L1	Composite Index of Leading Indicators	Wi. Dept. of Industry, Labor and Human Relations
L2	Average Work Week, Manufacturing	Wi. Dept. of Industry, Labor and Human Relations
L3	Average Overtime Hours, Mfg.	Wi. Dept. of Industry, Labor and Human Relations
L4	Average Weekly Initial Claims	Wi. Dept. of Industry, Labor and Human Relations
L5	Total Job Openings Received	Wi. Dept. of Industry, Labor and Human Relations
L6	New Business Incorporations	Wisconsin Secretary of State
L7	Net Gain in Business Phone Access Lines	Wi. Telephone Co. and General Telephone Co.
L8	Building Plans Examined	Wi. Dept. of Industry, Labor and Human Relations
C1	Help-Wanted Advertising Index (Milw.)	National Industrial Conference Board
C2	Total Unemployment Rate	Wi. Dept. of Industry, Labor and Human Relations
C3	Natural Gas Sales	Wisconsin Public Service Commission
C4	New Car Registrations	Wi. Dept. of Transportation
C5	Electric Power Sales	Wisconsin Public Service Commission
C6	Total Security Registrations	Wisconsin Commissioner of Securities
C7	Manufacturing Employment	Wi. Dept. of Industry, Labor and Human Relations
C8	Average Weekly Earnings, Mfg.	Wi. Dept. of Industry, Labor and Human Relations
C9	Cash Receipts From Farm Marketing	U.S. Department of Agriculture
C10	Contract Construction Employment	Wi. Dept. of Industry, Labor and Human Relations
X1	Birth Registrations	Wi. Dept. of Health and Social Services
X2	Death Registrations	Wi. Dept. of Health and Social Services
X3	Natural Net Gain in Population	Wi. Dept. of Health and Social Services
X4	Marriage Registrations	Wi. Dept. of Health and Social Services
X5	Consumer Price Index (Milwaukee)	U.S. Bureau of Labor Statistics
X6	Index of Prices Received By Farmers	Wisconsin Department of Agriculture
X7	Net Gain in Residential Phone Access Lines	Wi. Telephone Co. and General Telephone Co.
X8	Labor Disputes, No. of Workers	Wi. Dept. of Industry, Labor and Human Relations
X9	Unemployment Compensation Exhaustees	Wi. Dept. of Industry, Labor and Human Relations

NOTES: Selected series are seasonally adjusted by the Bureau of the Census X-11 Variant of the census Method 11 Seasonal Adjustment Program.

SECTION A is a summary of recent data and current changes for all indicators and is presented in chart form. The indicators are presented with cyclical timing as the principle basis of classification.

SECTION B is a summary of Wisconsin Labor Force Estimates, including Employment, Unemployment and Unemployment Rates, and selected U.S. data.

SECTION C analyzes the Wisconsin labor force by industry and by specified Metropolitan Statistical Areas.

SECTION D singles out certain economic time series as being leading of coinciding in relation to movements in aggregate economic activity. They are seasonally adjusted and presented graphically.

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WISCONSIN ECONOMIC INDICATORS

SUMMARY FOR JANUARY

COMPOSITE INDEX

Wisconsin's Composite Index of leading economic indicators decreased by 2.1 percentage points in January and is now 105.3 percent of the 1979 base year average. The Composite Index has not shown a consistent trend in the last year.

Contributing most to the decrease this month were declines of overtime hours worked in manufacturing, of business telephone installations, and of the number of building plans examined. Initial claims for unemployment compensation rose more than the seasonally normal amount.

Partially offsetting the decrease was an increase in the number of job openings received.

LEADING INDICATORS

The workweek in Wisconsin's manufacturing industries averaged 41.1 hours during January. That is a decrease of nine-tenths of an hour from the previous month's average. The shorter workweek along with a decrease of employment in manufacturing results in less labor input into the state's goods-production sector. However, January is one of the months with low manufacturing activity.

The average weekly overtime in manufacturing decreased by five-tenths of an hour. Cutbacks in the average overtime, thus, account for the average workweek decrease. The overtime level one month ago was higher than normal.

The average weekly initial claims for unemployment compensation decreased by about 2,700 in January. A seasonally normal decrease this month would amount to over 35-hundred.

The total number of job openings received by public Job Service offices throughout the state amounted to 6,277 in January. That is over eleven-hundred more than one month earlier, and is above the normal trend. While the increase in the calls for workers seems at odds with the increase of unemployment compensation claims, it is possible. A large share of the claims figure represents short-duration layoffs and, thus, workers who are not seeking jobs.

The number of new business incorporations in Wisconsin increased by about forty. A decrease of about fifty would be normal this month.

The net gain in business telephone access lines decreased by 970, representing a slowing in the growth of business establishments. And the number of commercial and industrial building plans examined decreased by 77 in January.

Section

A WISCONSIN ECONOMIC INDICATORS

	Unit	Monthly Series				% Change		Avg.
		Latest Month		Mo. Ago	Yr. Ago	Mo. Ago	Yr. Ago	1989
LEADING INDICATORS								
L1 COMPOSITE INDEX OF LEADING INDICATORS								
Seasonally Adjusted	Index	JAN	105.3	107.4	107.3	-2.0%	-1.9%	106.5
L2 AVG. WORK WEEK, MFG.								
Unadjusted	Hours	JAN	41.1	42.0	41.6	-2.1%	-1.2%	41.5
Seasonally Adjusted			41.1	41.4	41.6	-0.7%	-1.2%	
L3 AVG. OVERTIME HOURS, MFG.								
Unadjusted	Hours	JAN	3.6	4.1	4.0	-12.2%	-10.0%	3.9
Seasonally Adjusted			3.6	3.8	4.0	-5.3%	-10.0%	
L4 AVG. WEEKLY INITIAL CLAIMS								
Unadjusted	Number	JAN	12296	14995	8752	-18.0%	40.5%	7425
Seasonally Adjusted			8821	8235	6279	7.1%	40.5%	
L5 TOTAL JOB OPENINGS RECEIVED								
Unadjusted	Number	JAN	6277	4163	5839	50.8%	7.5%	7383
Seasonally Adjusted			8552	6133	7958	39.4%	7.5%	
L6 NEW BUSINESS INCORPORATIONS								
Unadjusted	Number	JAN	716	678	711	5.6%	0.7%	602
Seasonally Adjusted			666	581	661	14.6%	0.8%	
L7 NET GAIN IN BUSINESS TELEPHONE ACCESS LINES								
Unadjusted	Number	JAN	2207	3177	3103	-30.5%	-28.9%	2784
Seasonally Adjusted			2942	3136	2490	-6.2%	18.2%	
L8 BUILDING PLANS EXAMINED								
Unadjusted	Number	JAN	406	483	388	-15.9%	4.6%	610
Seasonally Adjusted			591	627	564	-5.7%	4.8%	
COINCIDING INDICATORS								
C1 HELP-WANTED INDEX (MILW.)								
Seasonally Adjusted	Index	DEC	92	97	103	-5.2%	-10.7%	88
C2 UNEMPLOYMENT RATE, TOTAL								
Unadjusted	Percent	JAN	5.8	4.2	4.8	.....	.....	4.4
Seasonally Adjusted			5.1	4.3	4.2	.....	.....	
C3 NATURAL GAS SALES								
Unadjusted	Mil.	DEC	451.9	259.9	342.8	73.9%	31.8%	201.5
Seasonally Adjusted	Therms		260.8	213.2	197.9	22.3%	31.8%	
C4 NEW CAR REGISTRATIONS								
Unadjusted	Number	JAN	9,699	11,907	11,380	-18.5%	-14.8%	14,665
Seasonally Adjusted			11,116	17,294	13,034	-35.7%	-14.7%	
C5 ELECTRIC POWER SALES								
Unadjusted	Mil.	DEC	3870.4	3462.2	2381.5	11.8%	62.5%	2982.3
Seasonally Adjusted	KWH		3965.6	3599.0	2439.7	10.2%	62.5%	
C6 TOTAL SECURITIES REGISTRATIONS								
Unadjusted	Mil. $	DEC	95.3	94.2	190.7	1.2%	-50.0%	145.7
Seasonally Adjusted			98.9	95.5	197.9	3.6%	-50.0%	

Section

A WISCONSIN ECONOMIC INDICATORS

	Unit	Monthly Series			% Change		Avg.
		Latest Month		Mo. Ago	Yr. Ago	Mo. Ago	Yr. Ago	1989
C7 MANUFACTURING EMPLOYMENT								
Unadjusted	Thous.	JAN	545.0	552.7	550.6	-1.4%	-1.0%	556.6
Seasonally Adjusted			554.4	556.2	560.2	-0.3%	-1.0%	
C8 AVG. WEEKLY EARNINGS, MFG.								
Unadjusted	Dollars	JAN	$446.76	$460.32	$447.62	-2.9%	-0.2%	$446.49
Seasonally Adjusted			$442.34	$448.81	$443.04	-1.4%	-0.2%	
C9 CASH RECEIPTS FROM FARM MKTG.								
Unadjusted	Mil. $	SEPT	469.8	459.1	457.4	2.3%	2.7%	
Seasonally Adjusted			448.7	454.6	436.8	-1.3%	2.7%	
C10 CONTRACT CONSTRUCTION EMPL.								
Unadjusted	Thous.	JAN	77.5	82.3	65.6	-5.8%	18.1%	80.8
Seasonally Adjusted			93.4	85.1	79.0	9.8%	18.2%	
OTHER KEY INDICATORS								
X1 BIRTH REGISTRATIONS								
Unadjusted	Number	JAN	6453	5245	4566	23.0%	41.3%	5761
Seasonally Adjusted			6984	5634	4943	24.0%	41.3%	
X2 DEATH REGISTRATIONS								
Unadjusted	Number	JAN	4665	3461	3983	34.8%	17.1%	3425
Seasonally Adjusted			4011	3418	3425	17.3%	17.1%	
X3 NATURAL NET GAIN POPULATION								
Unadjusted	Number	JAN	1788	1784	583	0.2%	206.7%	2336
Seasonally Adjusted			2903	2251	947	29.0%	206.5%	
X4 MARRIAGE REGISTRATIONS								
Unadjusted	Number	JAN	2026	1765	1792	14.8%	13.1%	3353
Seasonally Adjusted			3422	3148	3025	8.7%	13.1%	
X5 CONSUMER PRICE INDEX			(Jun '89)	(Dec '88)	(Jun '88)			
Unadjusted (1982-1984 = 100)	Index	JUNE	120.3	117.2	114.5	2.6%	5.1%	
X6 PRICES RECEIVED BY FARMERS								
Unadjusted	Index	JAN	165	168	146	-1.8%	13.0%	149
Seasonally Adjusted			163	165	144	-1.2%	13.2%	
X7 NET GAIN IN RESIDENTIAL TELEPHONE ACCESS LINES								
Unadjusted	Number	JAN	1524	1473	1438	3.5%	6.0%	1853
Seasonally Adjusted			2109	1925	1858	9.6%	13.5%	
X8 LABOR DISPUTES, NO. OF WORKERS								
Unadjusted	Number	JAN	311	311	0	0.0%	100%	375
Seasonally Adjusted			1885	7045	0	-73.2%	100%	
X9 UNEMPLOYMENT COMPENSATION EXHAUSTEES								
Unadjusted	Number	JAN	9,336	9,197	9,426	1.5%	-1.0%	10436
Seasonally Adjusted			10,237	10,173	10,336	0.6%	-1.0%	

Section

B LABOR FORCE ESTIMATES

WISCONSIN LABOR FORCE ESTIMATES JANUARY	(In Thousands)			% Change	
	Latest Month	Mo. Ago	Yr. Ago	Mo. Ago	Yr. Ago
Unadjusted					
CIVILIAN LABOR FORCE					
Employment (incl. Labor Disputes)	2556.8	2593.2	2568.4	-1.4%	-0.5%
Unemployment	2409.3	2483.9	2444.8	-3.0%	-1.5%
Unemployment Rate	147.5	109.3	123.6	34.9%	19.3%
	5.8	4.2	4.8	.....	.....
Seasonally Adjusted					
CIVILIAN LABOR FORCE					
Employment (incl. Labor Disputes)	2605.4	2611.8	2620.8	-0.2%	-0.6%
Unemployment	2473.6	2498.9	2510.1	-1.0%	-1.5%
Unemployment Rate	131.8	112.9	110.8	16.7%	19.0%
	5.1	4.3	4.2	.....	.....

WISCONSIN EMPLOYMENT ESTIMATES JANUARY Unadjusted	(In Thousands)			% Change	
	Latest Month	Mo. Ago	Yr. Ago	Mo. Ago	Yr. Ago
TOTAL NONFARM WAGE AND SALARY WORKERS	2209.7	2262.0	2152.9	-2.3%	2.6%
Contract Construction	77.5	82.3	65.6	-5.8%	18.1%
Manufacturing	544.7	552.4	550.6	-1.4%	-1.1%
Transportation, Communication and Public Utilities	97.6	102.3	96.5	-4.6%	1.1%
Electric, Gas and Sanitary Services	17.2	17.2	17.3	0.0%	-0.6%
Wholesale Trade	118.5	119.1	112.6	-0.5%	5.2%
Retail Trade	410.4	423.5	396.7	-3.1%	3.5%
General Merchandise	53.6	56.2	51.2	-4.6%	4.7%
Food Stores	62.7	63.4	60.0	-1.1%	4.5%
Auto Dealers & Gas Stations	44.5	44.8	43.4	-0.7%	2.5%
Finance, Insurance and Real Estate	118.3	119.4	115.9	-0.9%	2.1%
Banks & Depository Institutions	39.8	39.7	38.4	0.3%	3.6%
Insurance Carriers	41.7	41.7	41.4	0.0%	0.7%
Service and Miscellaneous	507.4	515.8	489.3	-1.6%	3.7%
Business Services	77.6	82.2	77.2	-5.6%	6.5%
Health Services	179.4	179.0	171.2	0.2%	4.6%
Hospitals	75.3	75.1	73.1	0.3%	3.0%
Private Education	25.2	27.2	24.7	-7.4%	2.0%
Social Services	39.5	39.3	38.4	0.5%	2.9%
Government	333.6	345.1	324.3	-3.3%	2.9%
State Government	84.9	88.4	79.5	-4.0%	6.8%
Local Government	219.3	227.0	214.9	-3.4%	2.0%

UNITED STATES LABOR FORCE ESTIMATES FEBRUARY	(In Thousands)			% Change	
	Latest Month	Mo. Ago	Yr. Ago	Mo. Ago	Yr. Ago
Seasonally Adjusted					
CIVILIAN LABOR FORCE					
Employment (incl. Labor Disputes)	124,630	124,397	123,117	0.2%	1.2%
Unemployment	118,035	117,863	116,757	0.1%	1.1%
Unemployment Rate	6,594	6,535	6,360	0.9%	3.7%
	5.3%	5.3%	5.2%	.....	.....

MANUFACTURING EMPLOYMENT Unadjusted JANUARY	(In Thousands)			% Change	
	Latest Month	Mo. Ago	Yr. Ago	Mo. Ago	Yr. Ago
All Manufacturing	544.7	552.4	550.6	-1.4%	-1.1%
Durable Goods	329.4	334.1	338.4	-1.4%	-2.7%
Lumber and Wood Products (Excl. Furniture)	26.2	26.3	25.8	-0.4%	1.6%
Millwork, Plywood & Related	14.4	14.4	13.9	0.0%	3.6%
Furniture and Fixtures	12.4	12.4	12.6	0.0%	-1.6%
Stone, Clay, and Glass Products	7.0	7.4	6.7	-5.4%	4.5%
Primary Metal Industries	22.0	22.0	22.8	0.0%	-3.5%
Iron and Steel Foundries	11.5	11.5	11.5	0.0%	0.0%
Fabricated Metal Products	58.8	58.8	58.0	0.0%	1.4%
Fabricated Structural Metal Products	13.8	13.9	13.8	-0.7%	0.0%
Metal Stampings	12.7	12.7	12.6	0.0%	0.8%
Industrial Machinery	110.7	110.9	110.9	-0.2%	-0.2%
Engines and Turbines	16.1	16.4	18.5	-1.8%	-13.0%
Farm & Garden Machinery	12.6	12.6	12.0	0.0%	5.0%
Construction & Related Machinery	12.9	12.7	12.4	1.6%	4.0%
Metalworking Machinery	16.1	16.1	15.2	0.0%	5.9%
Special Industry Machinery	13.7	13.7	13.0	0.0%	5.4%
Gen. Industrial Mach. and Equip.	13.5	13.5	13.3	0.0%	1.5%
Electronic & Other Electrical Machinery	37.9	37.9	38.4	0.0%	-1.3%
Electrical Industrial Apparatus	13.6	13.7	13.9	-0.7%	-2.2%
Transportation Equipment	23.1	26.5	32.3	-12.8%	-28.5%
Motor Vehicles and Equipment	15.2	18.9	24.8	-19.6%	-38.7%
Instrument and Related Products	20.7	21.1	20.9	-1.9%	-1.0%
Miscellaneous Manufacturing	10.7	10.7	9.9	0.0%	8.1%
Nondurable Goods	215.3	218.3	212.2	-1.4%	1.5%
Food and Kindred Products	59.8	61.1	59.5	-2.1%	0.5%
Meat Products	15.3	15.3	14.8	0.0%	3.4%
Dairy Products	16.7	17.4	17.3	-4.0%	-3.5%
Preserved Fruits & Vegetables	9.2	9.5	8.7	-3.2%	5.7%
Textile Mill Products	4.1	4.1	4.3	0.0%	-4.7%
Apparel and Other Textiles	6.8	7.2	7.4	-5.6%	-8.1%
Paper and Allied Products	50.0	50.5	49.5	-1.0%	1.0%
Paper Mills	29.7	30.1	29.8	-1.3%	-0.3%
Printing, Publishing and Allied Products	46.1	46.2	44.0	-0.2%	4.8%
Newspapers	12.9	13.0	12.2	-0.8%	5.7%
Commercial Printing	21.2	21.2	20.3	0.0%	4.4%
Chemicals and Allied Products	10.5	10.5	10.7	0.0%	-1.9%
Rubber and Misc. Plastics Products	31.4	31.8	30.0	-1.3%	4.7%
Miscellaneous Plastics Products	25.3	25.6	24.1	-1.2%	5.0%
Leather & Leather Products	6.5	6.7	6.7	-3.0%	-3.0%

Section C

WISCONSIN EARNINGS AND HOURS DATA

EARNINGS AND HOURS Unadjusted JANUARY	Average Weekly Earnings			Average Weekly Hours		
	Latest Mo.	Mo. Ago	Yr. Ago	Latest Mo.	Mo. Ago	Yr. Ago
All Manufacturing	$446.76	$460.32	$447.62	41.1	42.0	41.6
Durable Goods	446.04	463.36	454.86	41.3	42.2	42.0
Lumber and Wood Products (Excl. Furniture)	321.90	323.90	313.15	39.4	39.5	38.9
Furniture and Fixtures	384.47	377.80	378.65	41.7	41.7	44.6
Stone, Clay, and Glass Products	453.49	459.45	442.27	43.9	45.4	44.9
Primary Metal Industries	454.07	475.00	466.22	42.2	43.9	44.7
Iron and Steel Foundries	475.94	493.70	484.30	44.9	46.4	46.3
Fabricated Metal Products	429.70	432.21	419.80	41.8	41.8	41.4
Fabricated Structural Metal Products	440.77	442.44	416.83	42.3	41.7	41.6
Metal Stampings	459.23	452.61	484.50	42.6	42.3	42.5
Industrial Machinery	535.67	541.45	496.72	43.8	44.2	42.6
Engines and Turbines	605.25	613.99	498.71	43.7	43.7	38.6
Farm & Gardem Machinery	515.02	548.44	534.10	41.4	43.7	43.6
Construction & Related Machinery	612.51	596.90	501.98	46.9	47.0	43.2
Metalworking Machinery	564.62	573.27	600.51	43.6	44.2	46.3
Special Industry Machinery	560.05	559.22	520.70	46.4	45.8	45.2
Gen. Industrial Mach. and Equip.	448.59	442.85	433.08	42.2	42.5	42.5
Electronic & Other Electrical Machinery	380.65	398.94	397.70	39.9	41.6	41.6
Electrical Industrial Apparatus	429.35	416.07	439.88	42.3	41.9	42.5
Transportation Equipment	474.81	580.17	621.00	35.7	40.6	41.4
Instrument and Related Products	410.67	428.61	447.17	39.0	39.0	41.1
Nondurable Goods	446.89	454.69	437.72	40.7	41.6	41.1
Food and Kindred Products	432.07	438.46	410.66	40.8	41.6	40.3
Meat Products	412.70	417.73	356.32	40.7	41.4	38.9
Dairy Products	416.56	423.61	410.35	41.0	41.9	41.2
Textile Mill Products	364.61	364.59	359.13	42.2	42.1	42.3
Apparel and Other Textiles	269.70	269.97	259.88	37.2	38.9	37.5
Paper and Allied Products	590.42	601.66	584.32	43.8	44.7	44.3
Paper Mills	659.23	664.45	631.80	46.1	46.4	45.0
Printing, Publishing and Allied Products	434.25	447.93	429.96	38.6	39.5	38.7
Chemicals and Allied Products	417.35	416.85	420.39	39.9	39.7	40.5
Rubber and Misc. Plastics Products	351.92	361.18	356.55	38.8	40.4	41.8
Leather & Leather Products	272.92	278.59	262.20	39.9	40.2	38.0

AVERAGE HOURLY EARNINGS Unadjusted JANUARY	Including Overtime			Excluding Overtime		
	Latest Mo.	Mo. Ago	Yr. Ago	Latest Mo.	Mo. Ago	Yr. Ago
All Manufacturing (Incl. Canning)	$10.87	$10.96	$10.76	$10.41	$10.45	$10.26
Durable Goods	10.80	10.98	10.83	10.39	10.50	10.34
Lumber and Wood Products (Excl. Furniture)	8.17	8.20	8.05	7.92	7.95	7.81
Furniture and Fixtures	9.22	9.06	8.49	8.91	8.79	8.13
Stone, Clay, and Glass Products	10.33	10.12	9.85	9.66	9.48	9.26
Primary Metal Industries	10.76	10.82	10.43	10.23	10.24	9.79
Iron and Steel Foundries	10.60	10.64	10.46	9.98	10.04	9.72
Fabricated Metal Products	10.28	10.34	10.14	9.90	9.90	9.56
Fabricated Structural Metal Products	10.42	10.61	10.02	9.96	10.08	9.63
Metal Stampings	10.78	10.70	11.40	10.37	10.20	10.78
Industrial Machinery	12.23	12.25	11.66	11.63	11.57	11.11
Engines and Turbines	13.85	14.05	12.92	12.98	13.14	12.49
Farm & Garden Machinery	12.44	12.55	12.25	12.09	12.03	11.64
Construction & Related Machinery	13.06	12.70	11.62	12.42	11.84	11.12
Metalworking Machinery	12.95	12.97	12.97	12.36	12.27	12.09
Special Industry Machinery	12.07	12.21	11.52	11.29	11.40	10.87
Gen. Industrial Mach. and Equip.	10.63	10.42	10.19	10.23	10.03	9.67
Electronic & Other Electrical Machinery	9.54	9.59	9.56	9.31	9.23	9.22
Electrical Industrial Apparatus	10.15	9.93	10.35	9.78	9.58	10.06
Transportation Equipment	13.30	14.29	15.00	12.92	13.87	14.35
Instrument and Related Products	10.53	10.99	10.88	10.39	10.82	10.51
Nondurable Goods	10.98	10.93	10.65	10.45	10.37	10.15
Food and Kindred Products	10.59	10.54	10.19	10.05	9.94	9.75
Meat Products	10.14	10.09	9.16	9.56	9.42	8.79
Dairy Products	10.16	10.11	9.96	9.66	9.58	9.49
Textile Mill Products	8.64	8.66	8.49	8.29	8.33	8.07
Apparel and Other Textiles	7.25	6.94	6.93	7.06	6.74	6.77
Paper and Allied Products	13.48	13.46	13.19	12.73	12.70	12.42
Paper Mills	14.30	14.32	14.04	13.42	13.45	13.21
Printing, Publishing and Allied Products	11.25	11.34	11.11	N.A.	N.A.	N.A.
Chemicals and Allied Products	10.46	10.50	10.38	10.03	10.11	10.01
Rubber and Misc. Plastics Products	9.07	8.94	8.53	8.67	8.55	8.16
Leather & Leather Products	6.84	6.93	6.90	6.61	6.70	6.71

Section

C

SUMMARY OF AREA DATA

MANUFACTURING EMPLOYMENT Unadjusted JANUARY	(In Thousands)			% Change	
	Latest Month	Mo. Ago	Yr. Ago	Mo. Ago	Yr. Ago
United States	19251.0	19530.0	19516.0	-1.4%	-1.4%
Wisconsin	544.7	552.4	550.6	-1.4%	-1.1%
Appleton-Oshkosh (Calumet-Winnebago-Outagamie)	53.6	53.6	52.7	0.0%	1.7%
Eau Claire (Eau Claire-Chippewa)	10.6	11.4	11.3	-7.0%	-6.2%
Green Bay (Brown County)	24.5	24.6	23.6	-0.4%	3.8%
Janesville-Beloit (Rock Co.)	14.5	18.2	19.1	-20.3%	-24.1%
Kenosha (County)	9.6	9.9	12.3	-3.0%	-22.0%
La Crosse (County)	10.0	10.3	10.9	-2.9%	-8.3%
Madison (Dane County)	24.8	25.0	24.4	-0.8%	1.6%
Milwaukee (Milwaukee-Ozaukee-Washington-Waukesha)	172.8	173.6	174.5	-0.5%	-1.0%
Racine (County)	26.5	26.5	26.3	0.0%	0.8%
Sheboygan (County)	21.9	22.1	21.3	-0.9%	2.8%
Wausau (Marathon County)	15.0	15.2	13.9	-1.3%	7.9%

EARNINGS AND HOURS, MFG. Production Workers (Unadjusted) JANUARY	Average Weekly Earnings			Average Weekly Hours			Average Hourly Earnings			
							Incl. Overtime		Excl. Overtime	
	Latest Month	Month Ago	Year Ago	Latest Month	Month Ago	Year Ago	Latest Month	Month Ago	Latest Month	Month Ago
United States	$430.36	$440.26	$425.17	40.6	41.3	41.0	$10.60	$10.66	.....	.....
Wisconsin	446.76	460.32	447.62	41.1	42.0	41.6	10.87	10.96	10.41	10.45
Appleton-Oshkosh (Calumet-Winnebago-Outagamie)	507.95	518.20	493.48	42.4	43.4	42.8	11.98	11.94	11.41	11.38
Eau Claire (Eau Claire-Chippewa)	470.98	498.85	452.79	42.7	44.5	41.2	11.03	11.21	10.65	10.74
Green Bay (Brown County)	483.75	493.58	471.44	41.1	41.9	41.5	11.77	11.78	11.21	11.04
Janesville-Beloit (Rock Co.)	483.00	509.16	583.88	42.0	40.7	44.1	11.50	12.51	10.94	11.93
Kenosha (County)	395.16	479.00	513.89	35.6	41.4	40.4	11.10	11.57	10.62	11.02
La Crosse (County)	377.89	380.83	351.00	39.2	39.1	39.0	9.64	9.74	9.38	9.47
Madison (Dane County)	409.77	419.02	413.24	39.9	41.0	41.2	10.27	10.22	10.02	9.87
Milwaukee (Milwaukee-Ozaukee-Washington-Waukesha)	489.62	501.40	488.88	42.1	42.6	42.0	11.63	11.77	11.04	11.11
Racine (County)	443.69	465.66	431.88	39.9	41.1	40.1	11.12	11.33	10.70	10.80
Sheboygan (County)	480.21	470.85	424.03	44.3	43.8	41.9	10.84	10.75	10.50	10.27
Wausau (Marathon County)	448.56	461.47	428.26	42.0	43.7	41.7	10.68	10.56	10.19	9.94

WISCONSIN'S ECONOMIC OUTLOOK

by David H. Peterson and Gene Schubert
Department of Revenue

The U.S. economy is expected to continue to experience slow growth during the first two quarters of this year. During the second half of this year economic growth is expected to accelerate in response to lower interest rates. Real Gross National Product is expected to grow at rates of about 2.5 percent from the third quarter of 1990 through the middle of 1992.

Although this is not a headline-grabbing forecast, it is essentially an optimistic scenario in which the Federal Reserve keeps the economy at full employment and growing at a rate consistent with its potential. Inflation is forecast to remain at its present rate of about 4.5 percent. No decline in inflation is forecast despite statements by members of the Federal Reserve Board regarding a "zero inflation target."

Zero inflation would require a more restrictive monetary policy, and lower real growth in the near term. Given the federal government's chronic budget problems and the high level of debt burdens in both the business and household sector, the necessary preconditions for an "easy" transition to a zero inflation economy do not presently exist. Additionally, there is no clear indication of widespread popular discontent with the current "low" rate of inflation.

The recent announcement that the economy grew at 0.5 percent annual rate in the fourth quarter of 1989 has caused some to fear that a recession is imminent. However, the interpretation of recent data has been made difficult by special factors related to weather and by identifiable extraordinary business conditions. The third and fourth quarter 1989 GNP statistics were negatively affected by Hurricane Hugo, the California earthquake, and the extremely cold weather in December, GNP was further reduced by the slowdown in auto production and a labor strike in aircraft manufacturing.

Correcting for these factors in the fourth quarter of 1989 yields an adjusted GNP growth rate of 1.9 percent instead of the 0.5 percent actually reported, indicating that the underlying strength of the economy is currently greater than it may appear. Similarly, the unwinding of these special factors during the first two quarters of 1990 will cause GNP growth rates to overstate the underlying strength of the economy by 0.4 percent and 0.7 percent in the first and second quarters respectively.

As with any economic forecast, risks exist. At the present stage of the business cycle, the primary risk is that the current slowdown could turn into an actual recession. One scenario is that a decline in consumer confidence and spending at this point would be sufficient for a recession to occur. Another scenario is that a sharp increase in interest rates brought on by monetary policy or as a result of events in other countries would precipitate a recession. The current forecast assumes that the economy will sidestep these pitfalls and continue to perform well.

WISCONSIN OUTLOOK

The economic weakness in the fourth quarter does not suggest a recession for the U.S. or for Wisconsin, but a period of slower economic growth has arrived. The Wisconsin economy will likely see a period of minimal job gains for the next three quarters before a resumption of growth late this year.

To the extent that the focus of economic problems remain in the financial and real estate sectors and are localized in New England, California, and the Southwest, the economics of the Midwest, including Wisconsin, should be poised to weather the current weakness. Defense industries are also subject to cutbacks, which have tended to exacerbate economic problems in the regions just mentioned, but which have not yet impacted the Midwest. Continued weakness in the auto industry, however, would mean a more pronounced slowdown in the Midwest and Wisconsin.

The Wisconsin economy was not directly affected by all the special factors which may have caused the U.S. economy to stall during the fourth quarter. For example, the effects of earthquakes, hurricanes, and the Boeing strike had minimal repercussions on the Wisconsin economy. However, there were other special factors which affected nearly all regions of the country. Auto production slowed dramatically, and unseasonably cold weather coupled with sky-rocketing energy prices were readily apparent in the Wisconsin economic picture, as elsewhere, during the fourth quarter.

While all of these events make an interpretation of current economic data more difficult, it is likely that the Wisconsin economy did not fare as badly as the U.S. economy in the fourth quarter. Wisconsin non-farm employment grew at a 2.2 percent annual rate in the fourth quarter for a gain of 11,400 jobs. This was slightly better than the national employment gain of 1.7 percent. Total Wisconsin personal income grew at an estimated annual rate of 8.2 percent to reach a level of $83.557 billion. This was also slightly better than the national personal income growth of 7.9 percent.

During the last quarter of 1989, manufacturing employment reversed the previous two quarters' slide with a slight gain of 1,300 jobs. All of the gain was due to a bounceback in nondurable employment with a gain of 2,500 jobs, while durable goods manufacturing employment continued to lose ground with a decline of 1,200 jobs, nearly all of which were attributable to production cutbacks in the auto industry. Strong employment growth is still evidenced in the nondurable industry groups of printing and publishing, and plastics.

In non-manufacturing, the services group showed a gain of 5,100 jobs after two quarters of weak growth. Retail and wholesale trade employment showed the effects of cold weather and weak Christmas sales by posting a gain of 1.9 percent in the fourth quarter following a gain of 2.6 percent in the previous quarter. The regulated industry groups (transportation, communication and utilities) and finance groups showed a steady pattern of job growth.

It should be noted, however, that the employment data used in this report does not include the latest employment benchmark revisions released by the Department of Industry, Labor and Human Relations (DILHR). These revisions will increase total nonfarm employment for all of 1989 by approximately 29,400, or 1.3 percent above the previous estimates. Employment data for 1988 will also be adjusted upwards by 0.9 percent.

EMPLOYMENT OUTLOOK

The Wisconsin forecast looks for weakness in employment growth to continue through the third quarter of this year. Total nonfarm employment growth, measured by quarterly change annualized, is expected to be -0.1 percent, 0.9 percent, and 0.8 percent for the first three quarters this year. The economy is expected to shift

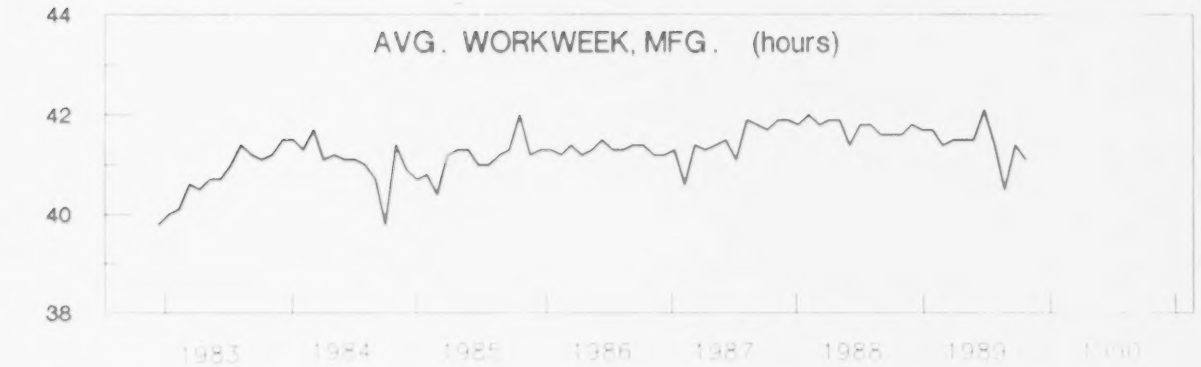
out of the doldrums by the final quarter, when employment growth is expected to pick up slightly to 1.2 percent. Employment growth in all of 1990 is expected to average 0.8 percent, followed by nearer normal trends of 1.7 percent in 1991 and 1.6 percent in 1992.

The weakness in employment is expected to be concentrated in durable goods, with an expected decline in employment of 2.3 percent this year, and in the much smaller sector of mining, which is expected to realize employment losses of 7.4 percent, the equivalent of approximately 200 jobs. Nondurable goods industries are expected to continue to realize employment gains, but at slower rates. Nonmanufacturing employment will also be expected to realize gains, but not at the rates of the past two years.

Thousands of Workers, Annual Average

	1988	1989	1990	1991	1992
MANUFACTURING	550.6	555.8	550.4	555.2	558.8
DURABLES	338.0	339.0	331.4	334.8	337.6
LUMBER PRODUCTS	28.3	28.6	28.0	28.4	28.4
STONE, CLAY, GLASS	9.1	9.2	9.3	9.4	9.5
PRIMARY METALS	21.9	22.8	21.2	21.3	21.5
FABRICATED METALS	57.4	59.8	58.7	58.5	58.8
NON-ELECT. MACHINERY	107.3	109.0	110.2	111.4	111.7
ELECTRICAL MACHINERY	47.4	47.4	45.9	46.5	47.3
TRANS. EQUIPMENT	32.1	26.9	25.0	26.2	27.0
OTHER DURABLES	34.4	35.3	33.2	33.0	33.3
NONDURABLES	212.6	216.8	219.1	220.3	221.1
FOOD PRODUCTS	62.5	63.3	64.6	65.3	64.8
PAPER PRODUCTS	50.1	50.4	50.7	51.4	51.8
PRINTING & PUBLISHING	43.8	46.1	46.7	47.6	48.7
CHEMICALS	10.4	10.6	10.3	10.2	10.2
RUBBER & PLASTICS	26.6	28.8	29.7	29.1	29.2
OTHER NONDURABLES	19.1	17.6	17.0	16.7	16.5
MINING	2.2	2.5	2.3	2.2	2.2
CONSTRUCTION	71.5	76.0	78.1	79.3	80.0
TRANS., COMM., UTILITIES	97.4	100.5	100.3	100.9	101.9
FINANCE, INSUR., REAL EST.	115.3	119.2	120.6	122.8	125.2
TRADE	505.9	519.5	522.5	527.2	533.7
SERVICES	479.9	493.6	507.0	530.6	550.7
GOVERNMENT	326.2	333.1	335.7	336.1	337.6
TOTAL EMPLOYMENT (Nonfarm)	2149.0	2200.3	2216.9	2254.2	2290.0

D CYCLICAL INDICATORS



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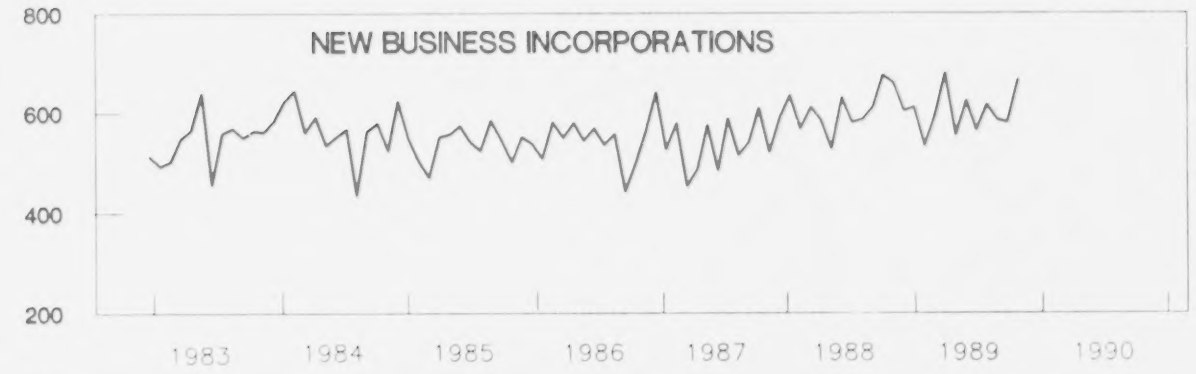

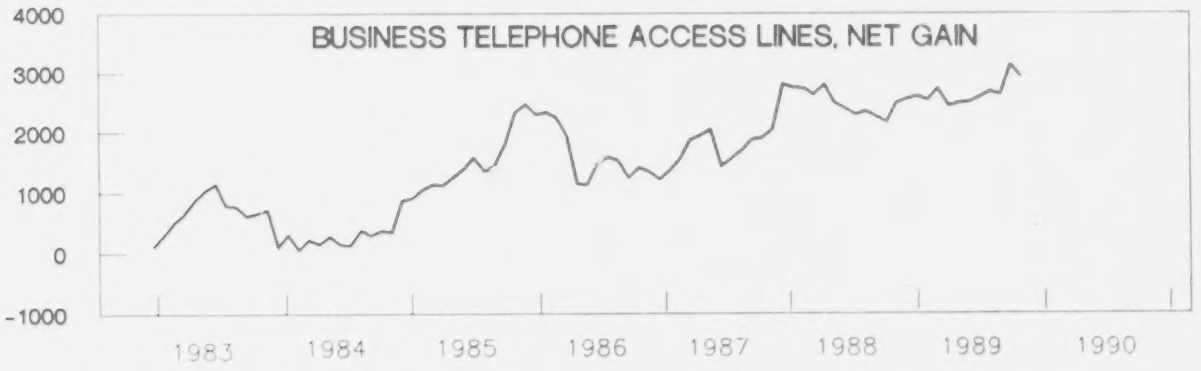

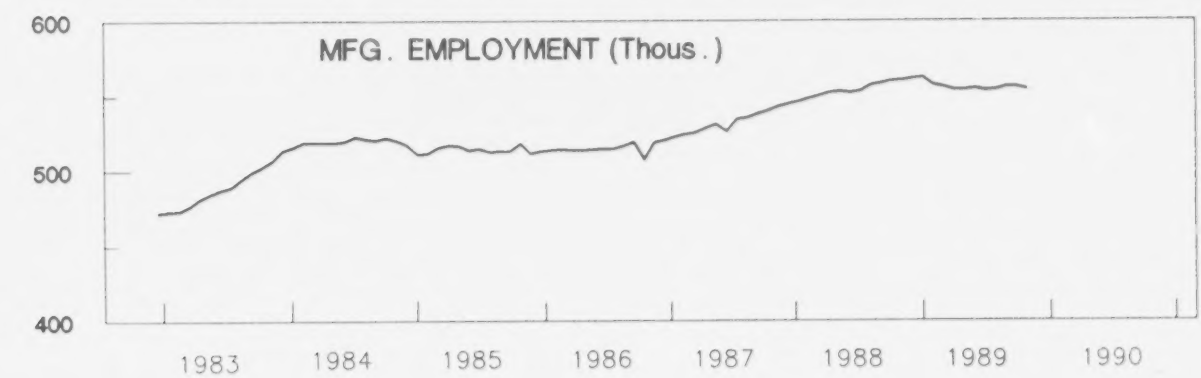

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THE 1990 CENSUS

April 1 is Census Day. This year's count marks 200 years since the first census was taken in the United States. In 1790 the country's population was about 4 million; in 1990 the projected count is 250 million.

Wisconsin was mostly a wild region just 150 years ago. It was organized as a Territory in 1836 and in 1840 contained only about 30,000 residents including Dane County's tiny population of 314 persons. Wisconsin presently has around five million people.

A full count is important to Wisconsin. The State risks losing one of its nine seats in the House of Representatives because of population changes nationwide. The allocation of millions of dollars for state and local programs also hinges upon the count. Both the public and private sectors will use the 1990 Census data for planning, marketing, and delivering services until the turn of the century.

Most people are enumerated by means of a mailout/mailback questionnaire, which the U.S. Postal Service will deliver around March 23. The questionnaire appears in two versions--a short form with 14 questions, and a longer "sample" form with 59 questions. Five out of six households nationawide will receive the short form, inquiring about such topics as household relationships, age, sex, race, Hispanic origin and type of housing unit. The fewer long-form recipients respond to additional questions on education, citizenship, ancestry and employment, thereby providing a fuller population picture. All personal information given on the census form remains confidential.

The success of the count depends upon the accurate completion and timely return of the questionnaires by everyone. The State has launched a census awareness campaign. An effort is under way to reach as many Wisconsin residents as possible. Cooperation in this endeavor has been sought from local governments, schools and colleges, libraries, chambers of commerce, media and other institutions and associations.

Everyone of us can be a part of this effort. Encourage your friends, family, and neighbors to complete and return their census forms. Talk to community leaders and groups you know. Volunteer your time and services, if you can, to promote the census in your community. Wisconsin is counting on all of us.